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23. The system of claim 1 wherein the elicited information is information about the user's perception of competing commodities.

24. The system of claim 1 wherein the two-way local interactions comprise a transaction for sale of a product or a service contract for the commodity.

25. The system of claim 1 wherein the two-way local interactions comprise a request for servicing of the commodity by the user.

26. The system of claim 1 wherein the user interface includes a sound recorder.

27. The system of claim 1 wherein the units of commodity are configured to store voice or sound information.

28. The system of claim 1 wherein the units of commodity are configured to digitize voice or sound information.

29. The system of claim 1 wherein the two-way interaction comprises voice communication.

30. The system of claim 1 wherein the user interface includes a console displaying text or graphics.

31. The system of claim 30 wherein the console comprises a display of a computer, phone, or handheld device.

32. The system of claim 1 wherein the component is configured to provide access to the collection of results to vendors of the commodity.

33. The system of claim 1 wherein the component is configured to provide access to the collection of results to the users of the commodity.

34. The system of claim 33 wherein the component distributes results of the interactions to the users as a function of when the interactions occurred.

35. The system of claim 33 wherein the component further manages collection of information for each interaction about usefulness of the interaction to other users.

36. The system of claim 33 wherein the component is further configured to allow each user to filter information in the collection of the results according to a user's own needs, or desires.

37. The system of claim 1 wherein the component is configured to provide access to the collection of results to third parties.

38. The system of claim 1 in which the units of commodity store one or more probes that elicit specific information from the respective users through the user interfaces.

39. The system of claim 38 in which the component that manages the interactions of the users sends the probes to each of the units of the commodity.

40. The system of claim 1 in which the information about the commodity comprises value information.

41. The system of claim 40 in which the value information comprises usage logs.

42. The system of claim 40 in which the value information comprises information about user comprehension.

43. The system of claim 40 in which the value information comprises information about user performance.

44. The system of claim 40 in which the value information guides a user's interaction with the commodity.

45. The system of claim 40 in which the value information comprises marketing information or information about future product design.

46. The system of claim 1 in which the two way local interaction enables the user to request help or support.

47. The system of claim 1 in which the information relates to perception of a problem relating to use of the commodity.

48. The system of claim 47 in which the two-way local interaction includes suggestions of the user to solve the problem.

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49. The system of claim 47 in which the two-way local interaction includes suggestions of another user to solve the problem.

50. The system of claim 1 wherein the commodity is a demonstration unit.

51. The system of claim 1 wherein the communication element also carries objective information about the user's use of the commodity.

52. The system of claim 1 wherein the two-way local interactions occur while the user is using the commodity.

53. The system of claim 1 wherein the component further manages collection of the results of the interactions along with information about a trigger event that initiated each respective interaction.

54. A system comprising:

units of a facsimile equipment that can be used by respective users in different locations,

a user interface which is part of each of the units and is configured to trigger a two-way interaction to occur on-line between the unit of the facsimile equipment and a vendor of the facsimile equipment, the user interface being configured to generate information about use of the unit by the user,

a communication element associated with each of the units capable of carrying results of the two-way local interaction from each of the units to a central location, and

a component capable of managing the interactions of the users in different locations and collecting the results of the interactions at the central location.

55. The system of claim 54 in which the user interface can be electronically triggered based on user behaviors to generate two-way interactions with each of the users, each of the interactions relating to a corresponding specific one of the behaviors.

56. The system of claim 54 wherein the component is configured to provide access to the collection of results to the users of the commodity.

57. The system of claim 54 wherein the component is configured to provide access to the collection of results to vendors of the commodity.

58. The system of claim 54 wherein the component is configured to provide access to the collection of results to third parties.

59. The system of claim 54 in which the on-line interaction occurs by voice spoken through the facsimile machine's handset, transmitted by telephone line to a computer of the vendor, and stored at the vendor's computer.

60. A system comprising:

units of a commodity that can be used by respective users in different locations,

a user interface which is part of each of the units of the commodity and is configured to provide a medium for two-way local interaction between one of the users and the corresponding unit of the commodity for generating information about use of the unit of the commodity by the user, the user interface being configured to elicit information about (i) steps that a vendor of the commodity could take to improve the user's satisfaction or (ii) training or support provided for users of the commodity;

a communication element associated with each of the units of the commodity capable of carrying results of the two-way local interaction from each of the units of the commodity to a central location, and

a component capable of managing the interactions of the users in different locations and collection of the results